



# Starter Pack

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# Introducing Championing Social Care

Care Home Open Week would not be possible without our incredible sponsors, Virgin Money, CIVITAS Investment Management, Christie & CO, Browne Jacobson, Music for Dementia and Person Centred Software a huge thank you from everyone involved in Care Home Open Week for your support.



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## Care Home Open Week host, Championing Social Care, are a volunteer-led group of leaders from across the social care sector.

Our vision is to ensure a wider and deeper public understanding, appreciation and respect for social care. We do not seek to represent the care sector or care workers. Rather, we are focused on delivering positive stories and initiatives about the sector about which we all care so passionately. We are excited to host Care Home Open Week again this year, supporting care homes to connect with their communities.



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# Care Home Open Week Is About Connecting Communities!

Join us from 16<sup>th</sup> - 22<sup>nd</sup> June 2025.

We want to enrich the lives of the UK's care home residents by engaging communities to meet residents and the exceptional care workers that care for them.

We are determined to show people that the vast majority of care homes provide excellent care and connect well with their local communities.



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# We're making some positive noise – and we want you to be part of it!

This year we are looking forward to exciting new partnerships with Music for Dementia and Glad to Care. Find out more about the Glad to Care resources online at [www.gladtocare.com](http://www.gladtocare.com)



## Our Aims:

- To show what care homes can offer, promoting their facilities, activities and services
- To showcase the career opportunities available in care
- To encourage greater community engagement and volunteering

Make sure you register your event on the Championing Social Care website to receive tips in the lead up to your event and appear on the interactive map

Remember to join the Care Home Open Week Community [Group on Facebook](#) to meet other homes running events!

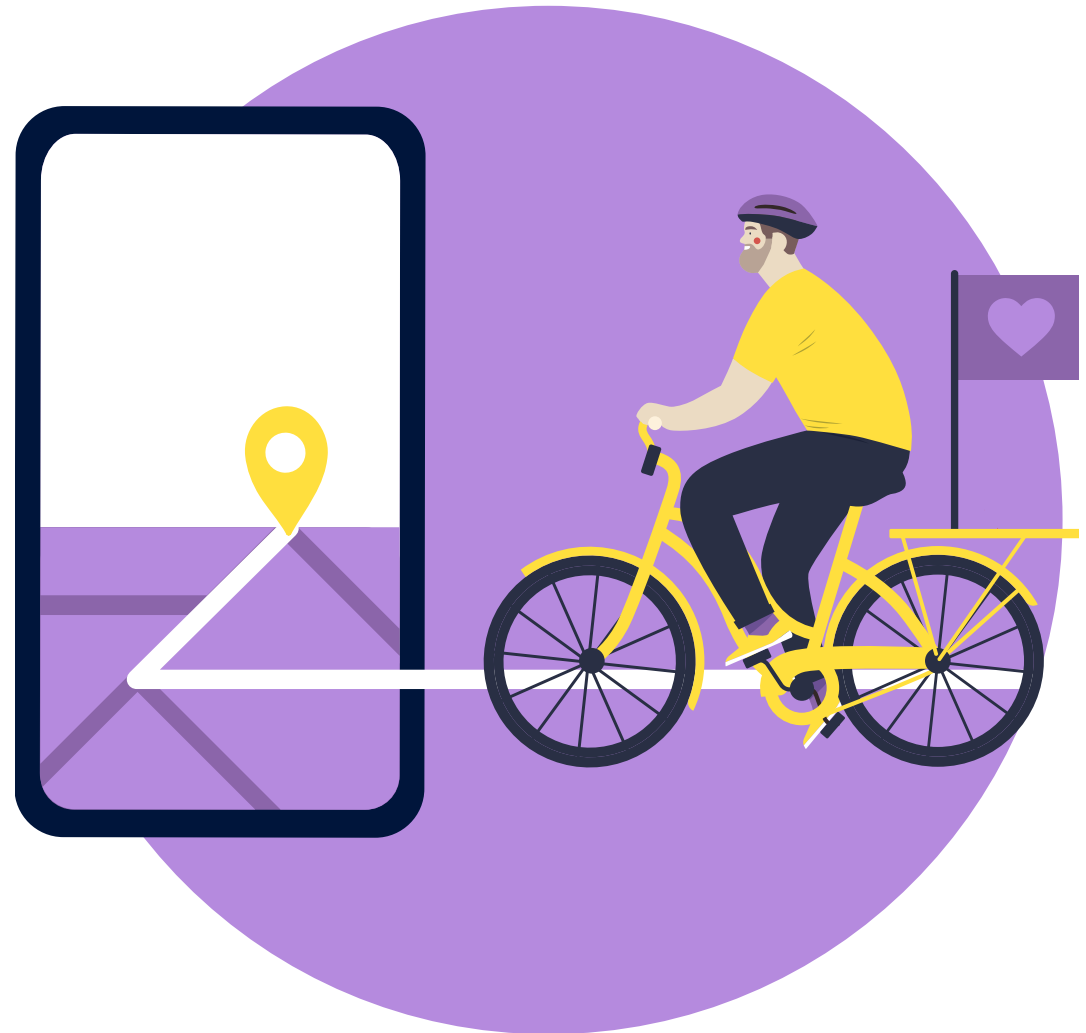


# Great British *Care Cycle Relay*

12<sup>th</sup> - 16<sup>th</sup> June 2025

Care Home Open Week 2024 will also feature The Great British Care Cycle Relay where riders will visit care homes across the country. The relay will fly the Championing Social Care flag high, passing on a travelling 'baton' between care homes throughout the week to reach a landmark destination in London. We will be encouraging care teams, suppliers, residents, friends, and supporters to join in by cycling short routes between each participating care home.

[Find Out More](#)



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# Care Home Open Week Media Toolkit

The toolkit has been developed for care homes, internal and external partners, supporters as well as collaborators of Championing Social Care, to share and promote the upcoming Care Home Open Week. The toolkit includes content and supporting creative assets that can be incorporated on digital platforms to encourage various social care sector organisations and individuals to share details on the much-awaited Care Home Open Week.

[Download Media Toolkit](#)





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# Care Home Open Week Activity Packs

We have partnered with Napa, Music for Dementia and Glad to Care to bring you a host of activity ideas and templates to help plan your events.





Download



Download



Download

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# Care Home Open Week Marketing Material

We've created range of marketing assets to help you promote your Care Home Open Week.

[Download Marketing Toolkit](#)





# Care Home Open Week

16<sup>th</sup> – 22<sup>nd</sup> June 2025

[www.championingsocialcare.org.uk](http://www.championingsocialcare.org.uk)



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